

Vaccinate.



Allegheny County Health Department
Vaccine Awareness Campaign
Final Analytics Report



Overview



The Allegheny County Health Department (ACHD) contracted 360 Advertising and Communications (360aac) to develop and execute a public health media campaign focused on **increasing community awareness and trust in vaccines**.

The campaign leveraged insights from the department's "Evaluation to Combat Vaccine Misinformation and Hesitancy" to target populations disproportionately affected by health disparities, including:

- Neighborhoods with high poverty rates
- African American/Black communities
- Hispanic communities
- Individuals with disabilities (intellectual/developmental challenges, vision/hearing loss, mobility issues)

360aac developed culturally appropriate messaging and outreach strategies to promote vaccine uptake.





Overview

Deliverables included:

- Comprehensive Media Plan detailing strategies, target audiences, and expected impact
- Image Toolkit with creative assets for billboards, social media, radio, and other media outlets
- This Final Analytics Report summarizing media performance, audience engagement, and campaign effectiveness



Key Tasks

1. Develop Public Health Media Campaign:
 - Create messaging that promotes vaccine awareness and addresses misinformation.
 - Align campaign strategies with ACHD's evaluation findings on vaccine hesitancy.
2. Creative Development & Execution:
 - Design culturally relevant marketing materials tailored to the target audiences.
 - Utilize various media channels, including Social media, Billboards, Radio and TV.
3. Data & Analytics Collection:
 - Track media effectiveness with detailed analytics per media channel.
 - Provide a final analytics report measuring campaign impact.
4. Media Vendor & Community Engagement:
 - Leverage existing relationships with media vendors and community organizations.
 - Ensure widespread distribution and engagement in priority communities



Highlights & Takeaways

Performance

- Strong reach and impressions (10,250,581) with consistent exposure across the campaign timeline.
- Engagement (CTR 0.11%) is relatively low, suggesting room for optimization in creative or call-to-action strength. Please note: CTR is low because the campaign focused more on bringing awareness to getting vaccinated and there were no landing pages created for this campaign.
- Store Visits (28.5K) show offline engagement was successfully driven by media exposure.

10,250,581
Impressions

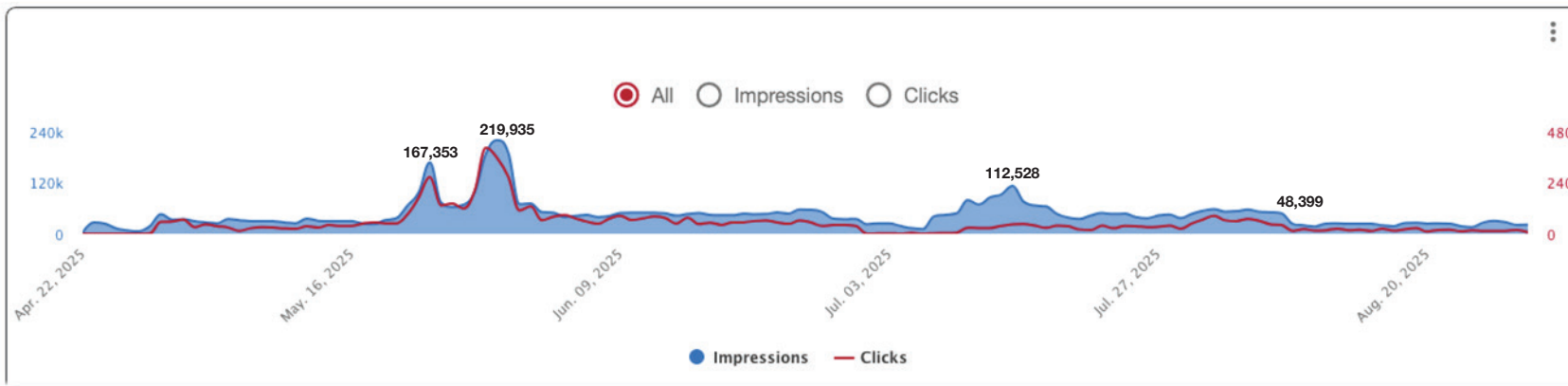
6,539 Clicks
0.17% CTR

VCR
38.32%

Store Visits
28,550

Landing Page
Performance
0

Impressions & Clicks by Day

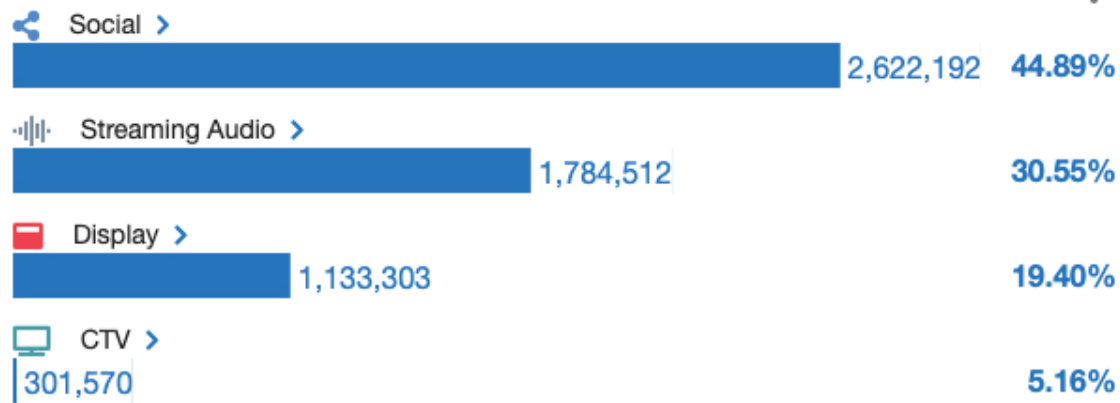


Highlights & Takeaways

Media Mix

- **Social Media** dominated (44.89%) impressions, confirming social was the main driver of the campaign.
- **CTV** contributed minimally, reinforcing that the strategy leaned heavily into social media. However, CTV made up less than 25% of the budget and 18% of the impressions.

Impressions By Media Type



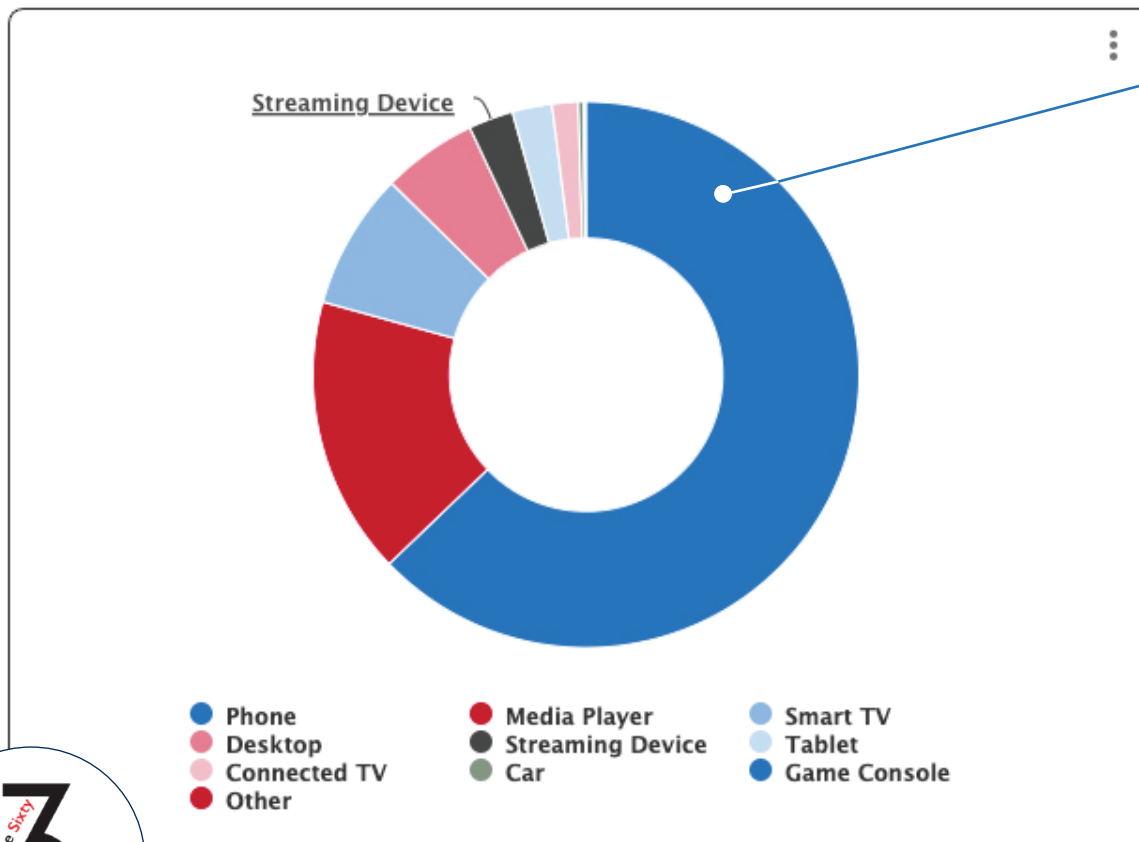
Highlights & Takeaways

Device & Publisher Insights

- **Phones** delivered more than half of the impressions.
- **Top publishers:** Hulu (1.3M impressions, 22.7%)
Sling, Tubi, Roku, and others provided smaller but notable reach.

In general, a media player is a device such as an Xbox or Playstation, and some other less common streaming media devices such as a Roku streaming stick or Google TV stick; iHeartRadio is available on 250+ devices.

Impressions By Device



Demographics:

Gender Split:

Male: ~68%

Female: ~32%

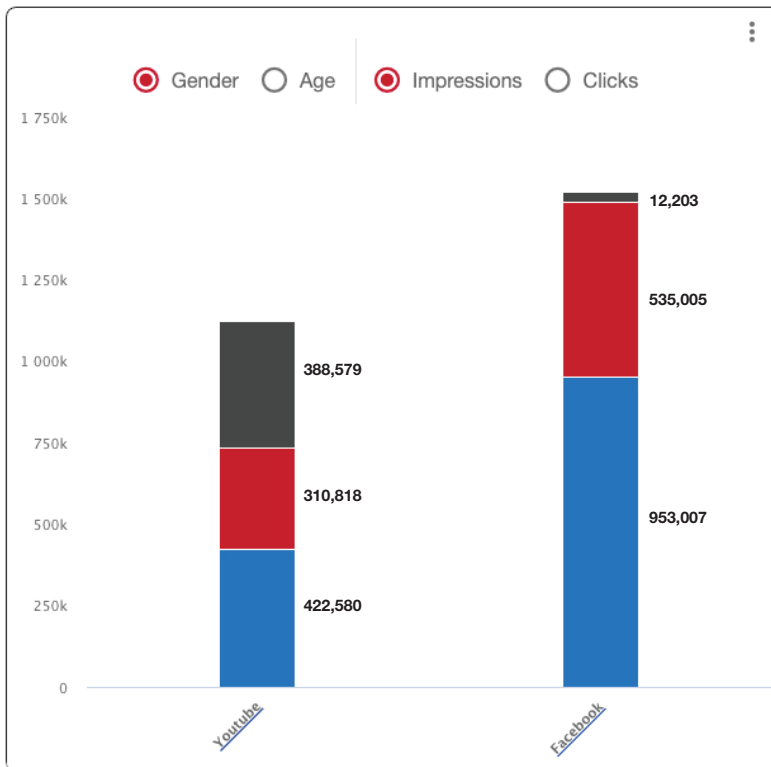
Age Split:

Largest share: 25–34 yrs

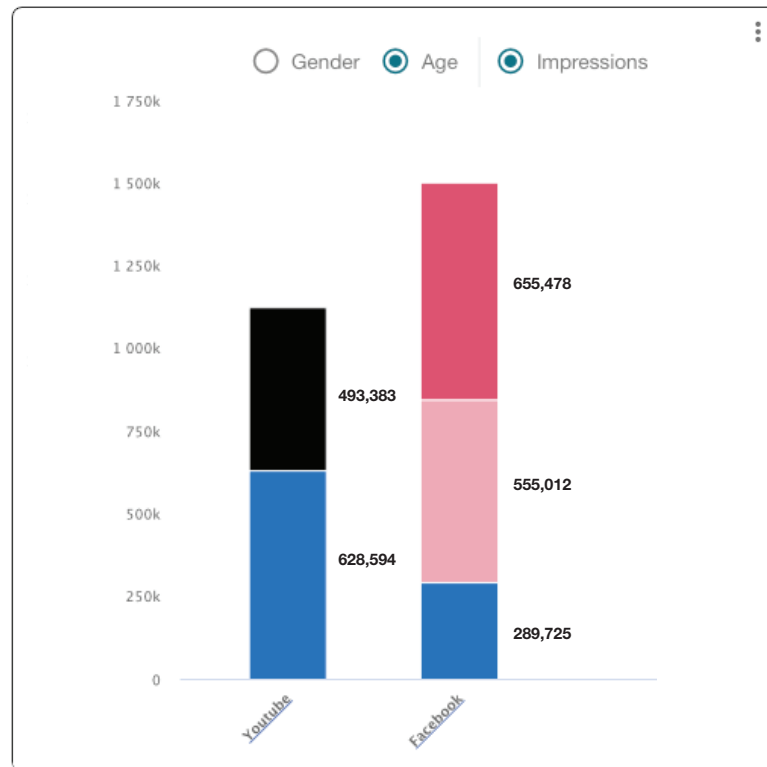
Strong secondary: 35–44 yrs

Lower engagement from 55+

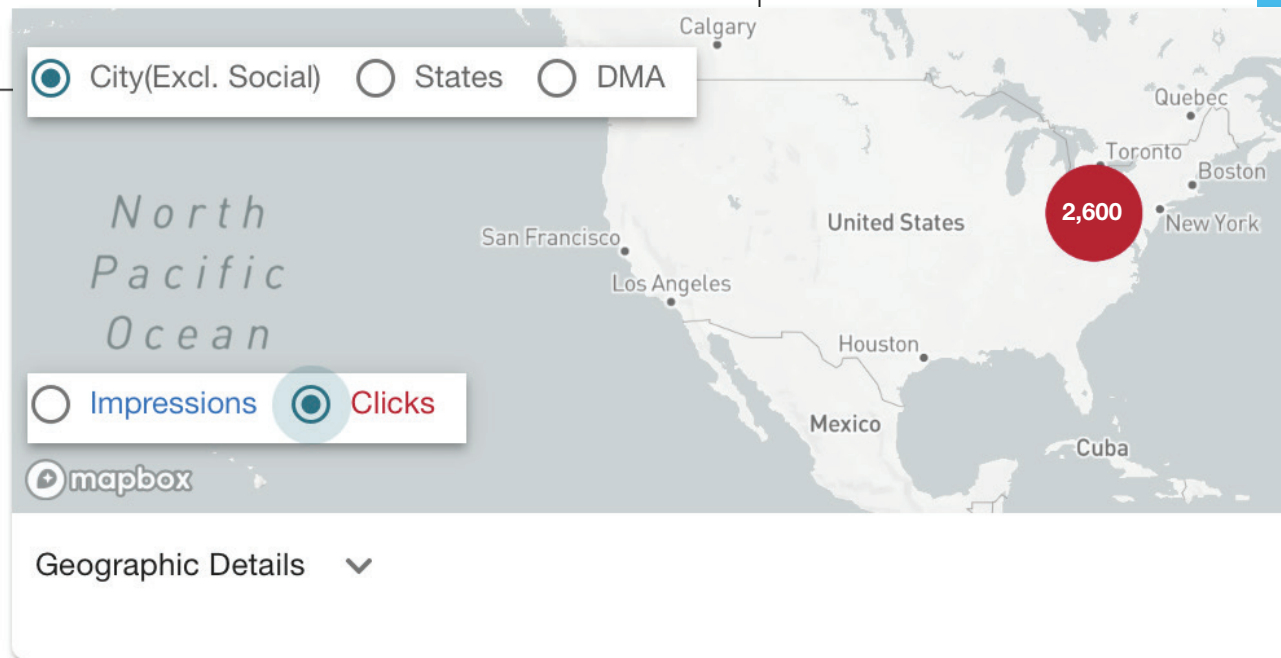
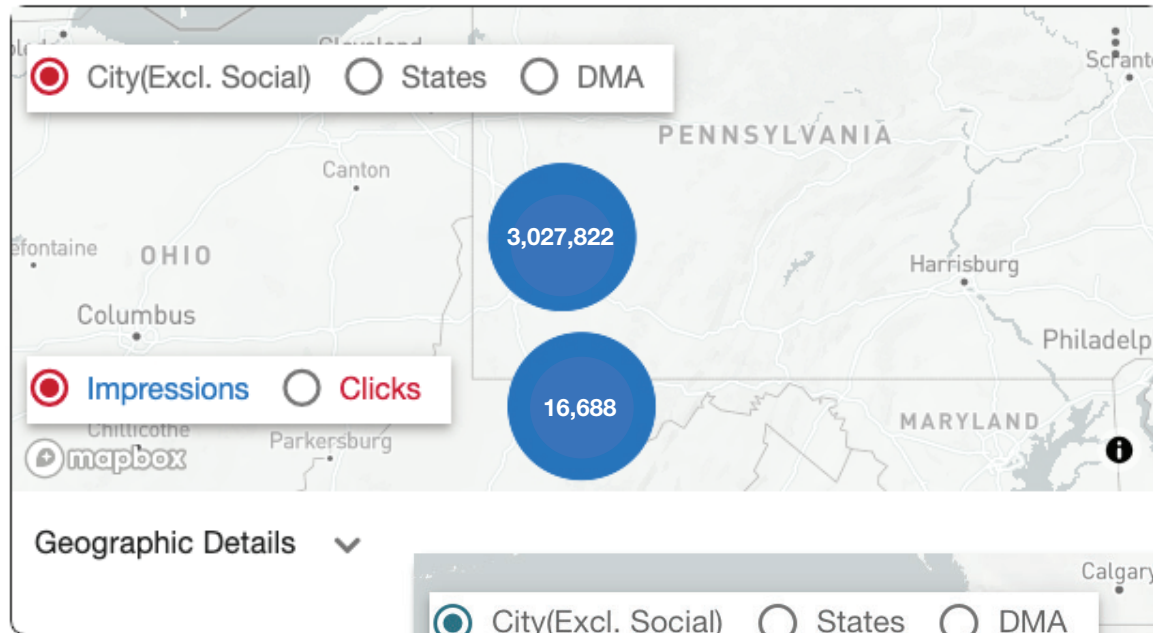
Gender



Age



Impressions & Clicks by Geography



28,550 store visits is a strong offline attribution metric.


Conversions – Store Visits

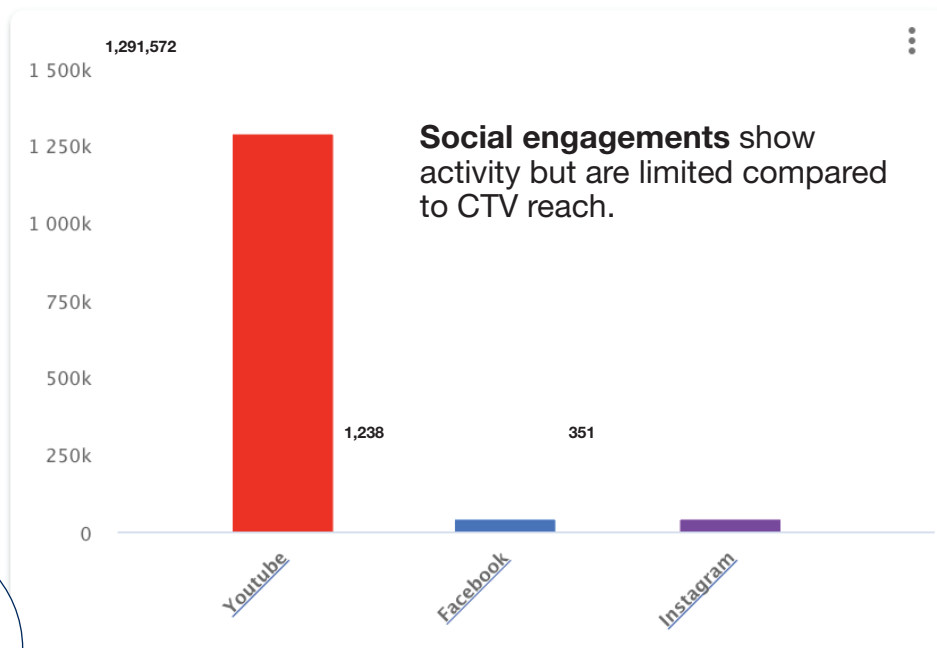


Conversions & Engagement

No landing page performance was tracked (0 conversions), possibly due to tagging/setup gaps—represents a missed measurement opportunity.

ACHD did not create landing pages for this campaign. The CTA was call their 800 number, or visit the website for links to vax locations.

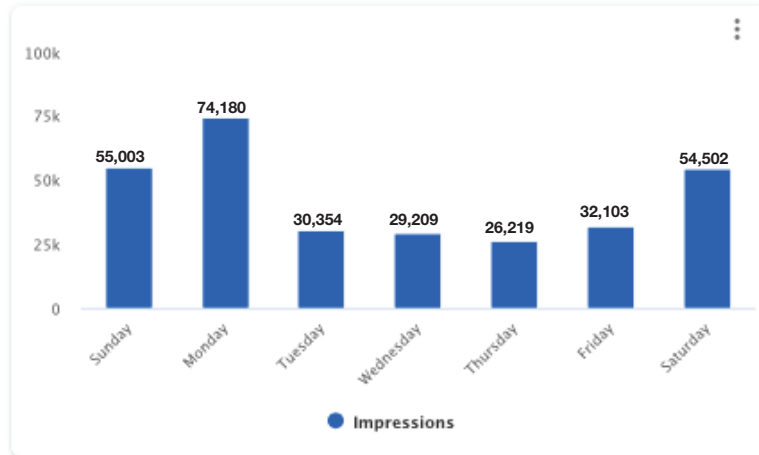
Media Type	Name	Creative ID	Ad Group ID	More info	Directions	Click to Call	Website	Coupon
 Display	Allegheny County_GT_Display_ENG__Locations_Allegheny County PA_4/21/2025-6/30/2025_	-	7528642	0	0	0	0	0
Rows per page: 10					1-1 of 1			



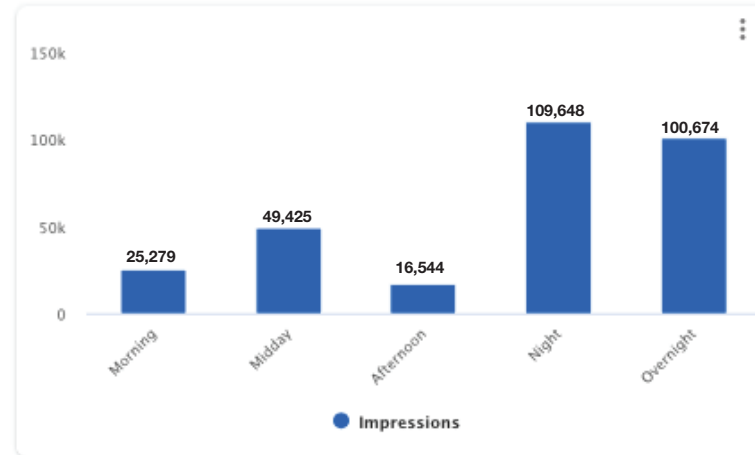
CTV Insights

- **Most impressions occurred in evening/daypart windows**—likely prime TV streaming hours.
- **Hours watched** show early spikes followed by consistent baseline activity.

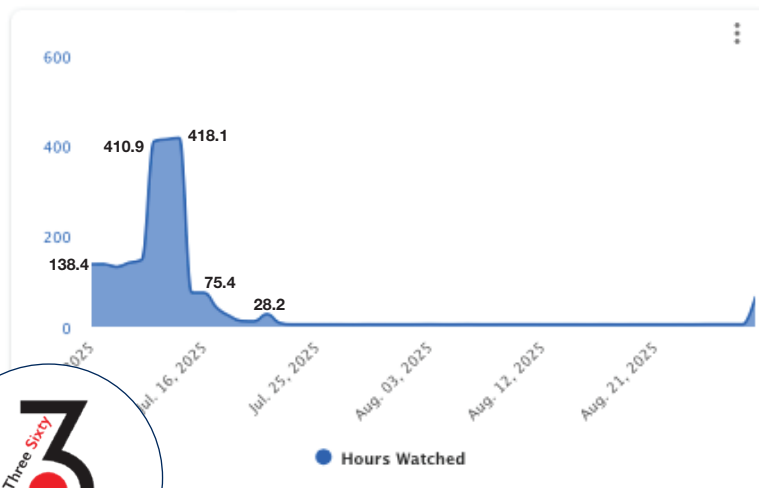
CTV Impressions by Day



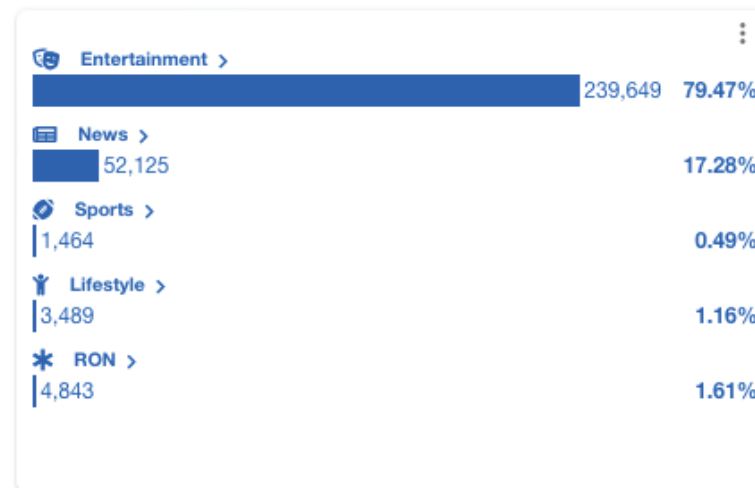
CTV Impressions by Day Part



CTV Hours Watched



CTV Marketplaces



Creative & Video Performance

- **Video completion rate (38.32%)** is average for CTV, but this is driven by the lower performance on YT (22.08% VCR). However, the completion rate on CTV was above average (98.72%).
- Best-performing creative: assets optimized for **CTV delivery** (especially YouTube and Facebook placements also tested).

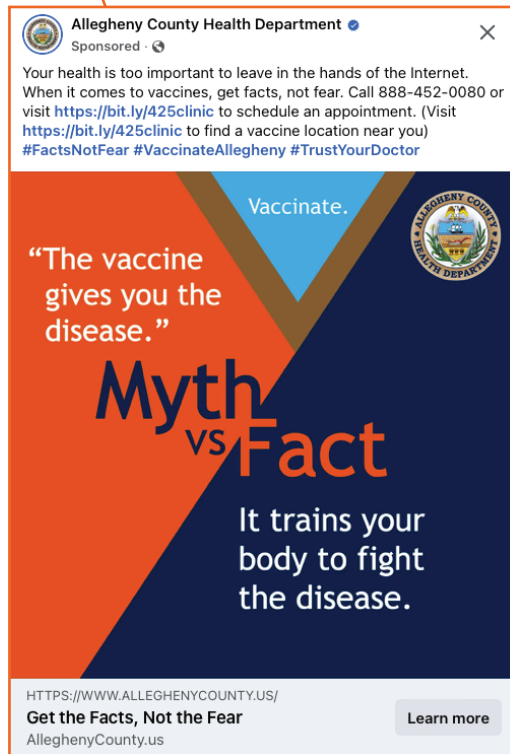
Media Type	Publisher	Name	Format	Impressions	Clicks	CTR	Completion Rate
Streaming Audio		English 30 (1)	Audio	1,784,470			99.20%
Social		30s English_A18-24_7/31/2025	Video	1,121,977	1,535	0.13%	22.08%
Display		ACHD-display-320x50-5frame-English-B.gif	Image	762,640	1,099	0.14%	
CTV		30-second English-1080p-250701-1.mp4	Video	301,570			98.72%
Social		#6_Single Frame - English_Static_6/30/2025 - Copy	Image	193,193	303	0.15%	0.00%
Display		ACHD-01B-3frame-300x250-English.gif	Image	191,142	1,505	0.78%	
Display		ACHD-01A-3frame-300x250-English	Image	135,211	83	0.06%	
Social		#5_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	125,429	191	0.15%	0.00%
Social		#4_Single Frame - English_Static_6/30/2025 - Copy	Image	122,590	160	0.13%	0.00%
Social		#6_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	106,585	183	0.17%	0.00%
Social		#3_Single Frame - English_Static_6/30/2025 - Copy	Image	94,189	185	0.19%	0.00%
Social		#1_Single Frame - English_Static_6/30/2025 - Copy	Image	92,170	162	0.17%	0.00%
Social		#6_Single Frame - English_Static_6/30/2025 - Copy	Image	91,390	112	0.12%	0.00%
Social		#2_Single Frame - English_Static_6/30/2025 - Copy	Image	85,282	133	0.15%	0.00%
Social		#4_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	78,330	116	0.14%	0.00%
Social		#5_Single Frame - English_Static_6/30/2025 - Copy	Image	68,783	94	0.13%	0.00%
Social		#4_Single Frame - English_Static_6/30/2025 - Copy	Image	67,520	72	0.10%	0.00%
Social		#3_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	57,802	107	0.18%	0.00%
Social		#2_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	54,648	96	0.17%	0.00%
Social		#1_Single Frame - Spanish_Static_6/30/2025 - Copy	Image	43,807	82	0.18%	0.00%



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Top Performers

- Best-performing creative: assets optimized for **CTV delivery** (especially YouTube and Facebook placements also tested).



Top-performing **Facebook** post,
with 193,193 impressions
and 0.15% CTR



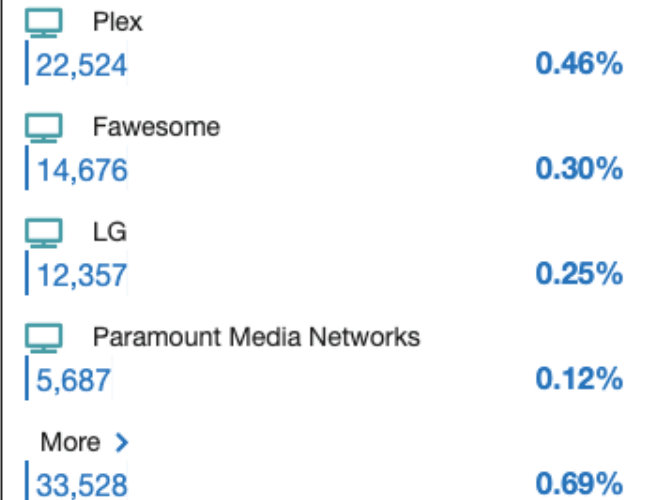
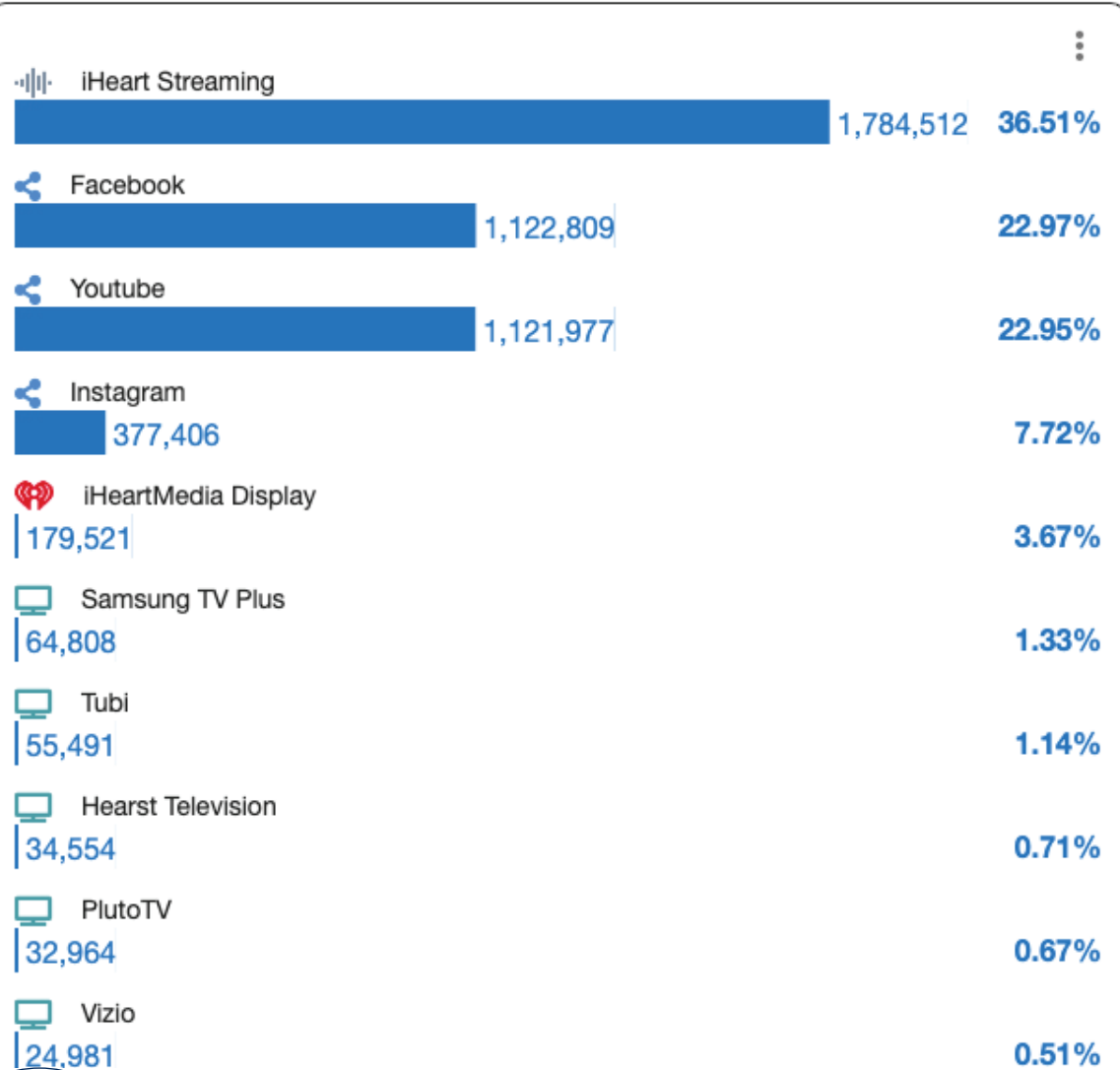
YouTube video
with 1,121,977 impressions
and 0.13% CTR

[Watch on YouTube](#)

[See more on pp.18-21](#)



Impressions by Publisher



Radio

- In addition to streaming audio with iHeart Stations, we advertised on WAMO (radio) for 4 weeks
- Dates April 26 through May 3, 2025
- Monday – Friday 10 AM – 3 PM
Monday – Friday 3 – 7 PM
Monday – Sunday 6 AM – 2 PM
- Impressions TBD



Vaccinate.

Digital Bulletins and Print Billboards

- Total of 13 Billboards (digital and print) in Carnegie, Pittsburgh, West Elizabeth, Allison Park, Glenshaw, Breckinridge, and McKeesport
- Total impressions 4.4M
- Staggered dates starting 4/15 and ending 6/08



[See more on pp.22-23](#)



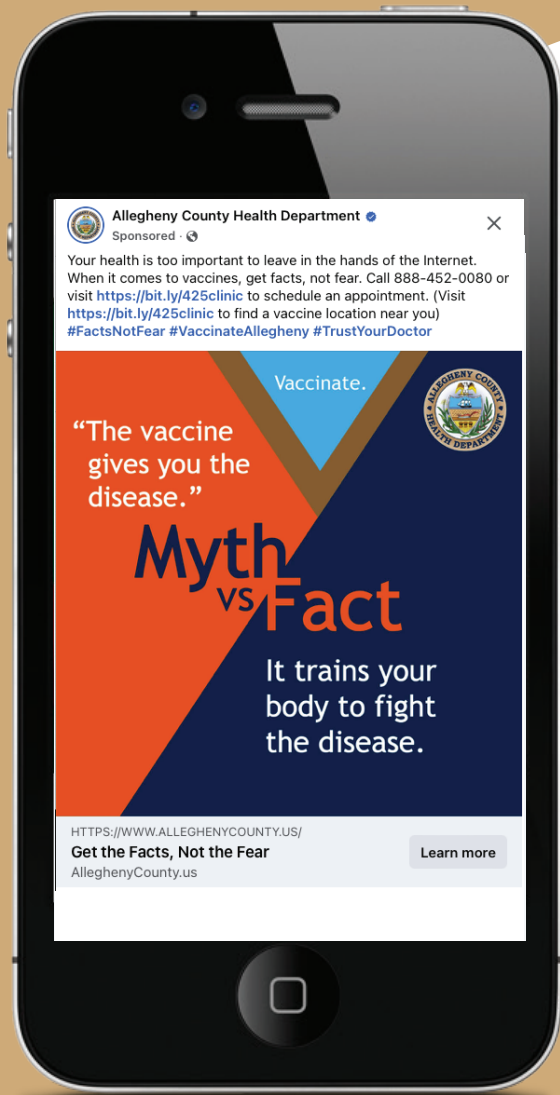
Key Takeaways and Recommendations

1. **CTR was low (0.11%)** > test more engaging CTAs, and consider more interactive formats.

CTR measures a call-to-action to a landing page specific to a campaign or click through to a website. The primary CTA for this campaign, however, was to call a ACHD phone number for information, consult a doctor, or visit a vaccination location.

2. **Audience skewed younger (25–44, male-heavy)** > align creative and placements with this audience or broaden targeting to balance demographics.
3. **Creative performance could improve VCR** > test shorter video versions (15s) to increase completion and recall. Place non-skippable ads on Youtube.
4. **Diversify publisher mix slightly**; adding niche or local CTV publishers may improve balance





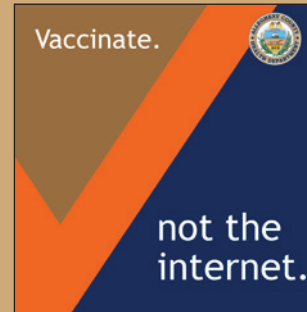
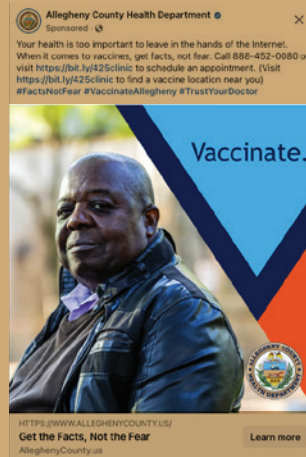
Top-performing **Facebook** post, English with 193,193 impressions and 0.15% CTR

Other top performers:
3-frame GIF

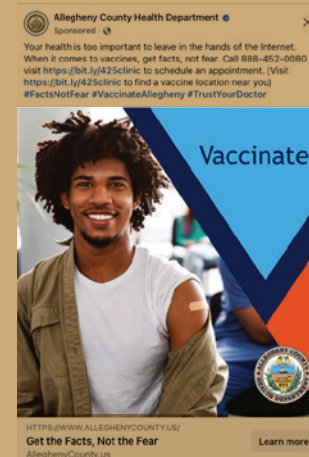
iHeartMedia: 191,142 impressions and 0.78% CTR
Location-based: 135,211 impressions and 0.06% CTR



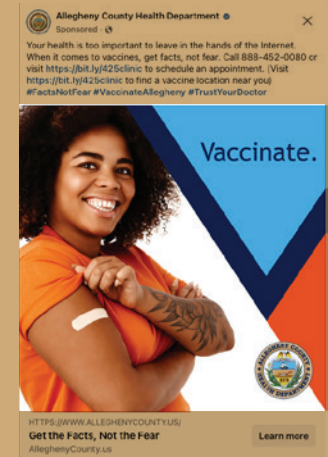
94,189 impressions
0.19% CTR

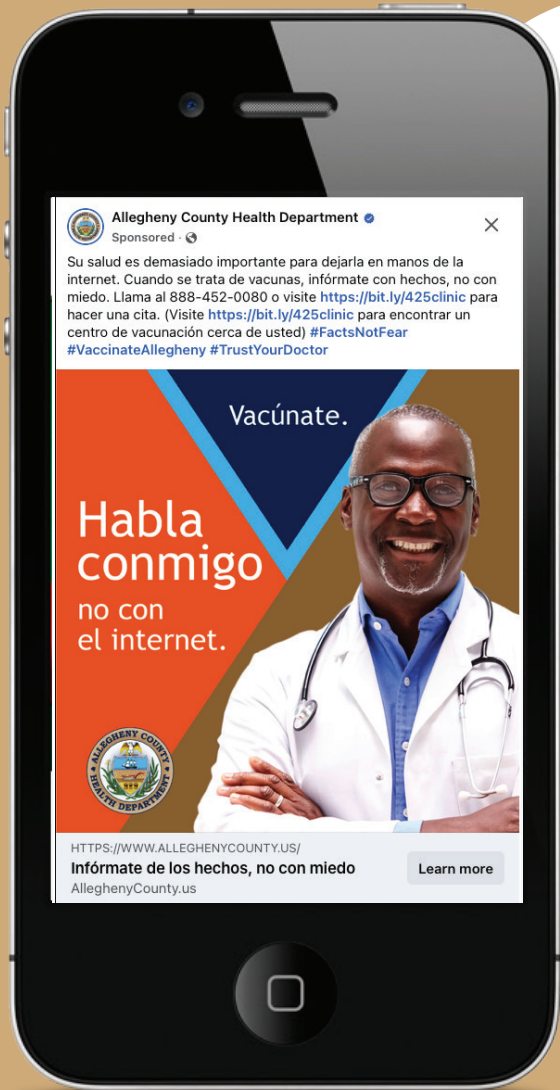


92,170 impressions
0.17% CTR



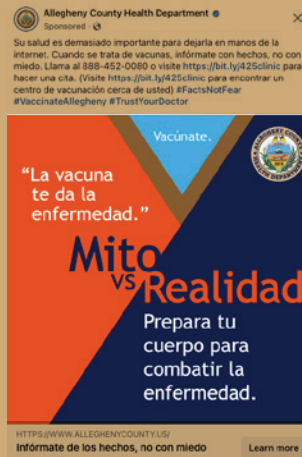
85,282 impressions
0.15% CTR



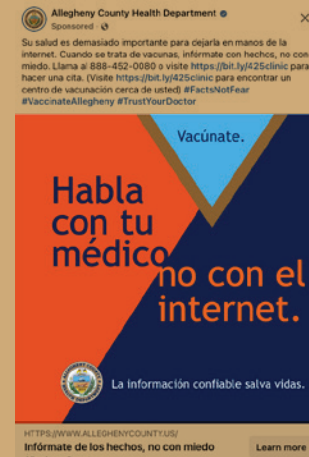


Top-performing **Facebook** post, Spanish with 125,429 impressions and 0.78% CTR

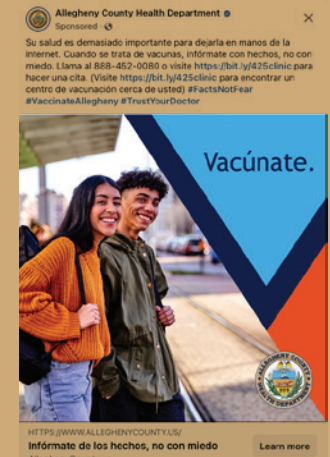
106,585 impressions
0.17% CTR



78,330 impressions
0.14% CTR



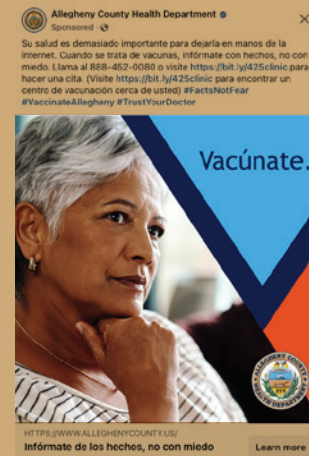
57,802 impressions
0.18% CTR

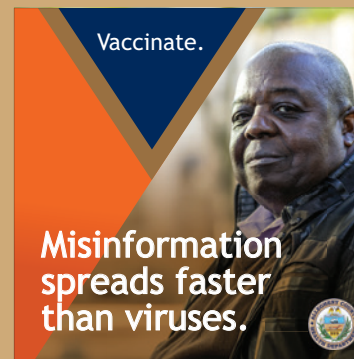
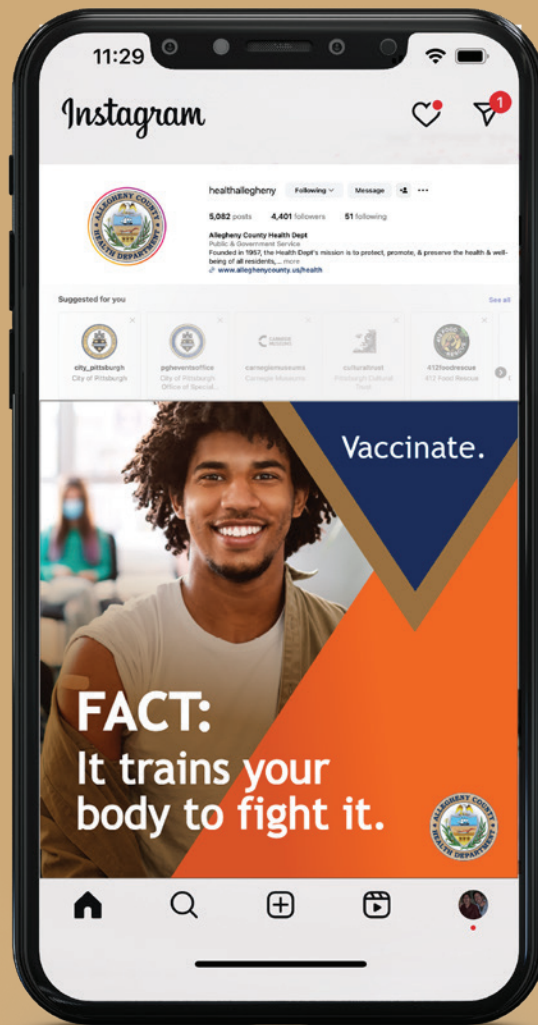


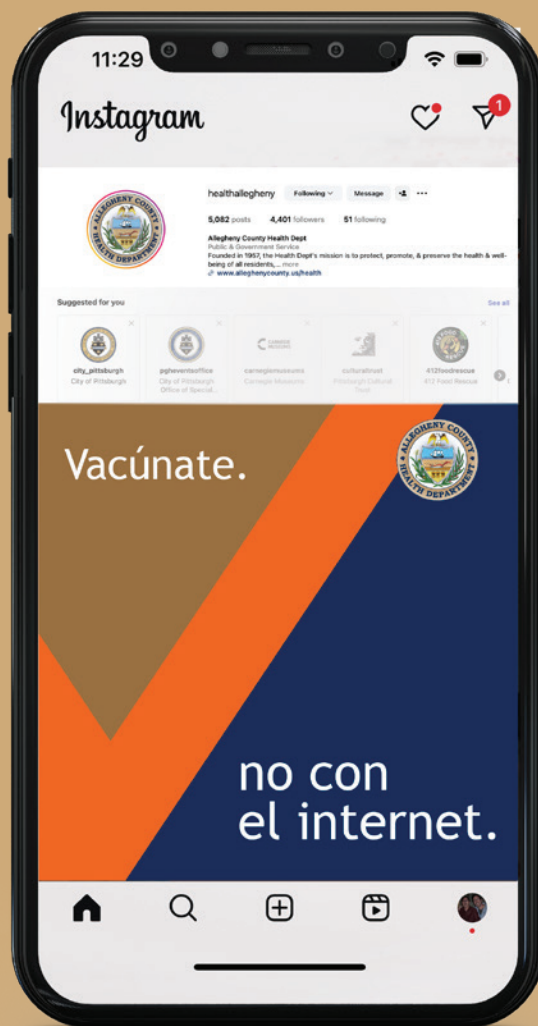
54,648 impressions
0.17% CTR



43,807 impressions
0.18% CTR








Digital Bulletins

Vaccinate.

**Talk to your doctor,
not the internet.**

Reliable information saves lives.



Vaccinate.

**Talk to your doctor,
not the internet.**


Reliable information saves lives.
Ask about vaccinations today!



Vacúnete.

**Habla con tu médico,
no con el internet.**

La información confiable salva vidas.



Vacúnete.

**Habla con tu médico,
no con el internet.**

La información confiable salva vidas.
¡Pregunte hoy sobre las vacunas!



Print Billboard



Vaccinate.

Talk to
your doctor,
**not the
internet.**

Reliable information saves lives.
Ask about vaccinations today!

